**Analyzing Indian Clothing Retail Trends & Insights  
By   
Team 7**

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**Abstract**

In this topic, we explore trends in an Indian clothing retail shop during Quarter 2 of the year 2022. Using Tableau visualizations, we examine maximum sales by top 15 cities, sales by category, order status by top 15 states, and sum and moving average of sales by day. These insights provide a clear understanding of customer preferences, shopping behavior, and product demand in the clothing retail industry. Our analysis helps retailers to make informed decisions about inventory management, pricing strategies, and marketing campaigns, and ultimately drive growth and profitability in the Indian clothing retail market.

Data Source : <https://www.kaggle.com/datasets/thedevastator/unlock-profits-with-e-commerce-sales-data>

**References**

(Kaagle.com, 2022)